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Message Text

UNCLASSIFIED

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43
ACTION EUR-12

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COMMERCE PASS BEWT/OEWTD/TPD

E.O. 11652: N/A
TAGS: BEXP, PL
SUBJECT: BETWEEN SHO PROMOTION: HOLLIS ENGINEERING INC., NASHUA,
N.H. APRIL 9, 1975

1. HOLLIS ENGINEERING, INC., AND OLD-TO-MARKET (OTM) FIRM
FOR POLAND, HAS USED THE U.S. TRADE DEVELOPMENT CENTER
FACILITIES TO PRESENT A ONE-DAY TECHNICAL SALES SEMINAR
ON THEIR STABILIZERS SYSTEM (FOR IN-LINE CUT-OFF AND
SOLDERING OF ELECTRONIC COMPONENTS). THE PRESENTATION WAS
ESSENTIALLY A NEW-PRODUCT INTRODUCTION TO THE POLISH MARKET.

2. OF 110 PEOPLE INVITED, SOEM 57 ATTENDED THE PRESENTATION.
REPORTED DURING-EVENT SALES AMOUNTED TO $80,000.
MR. LOUIS ROCHE, EXPORT SLAES MANAGER, ALSO REPORTED THAT
18 LEADS WERE OBTAINED WHICH WOULD RESULT IN ADDITIONAL
SALES OF $80,000 DURING THE NEXT 12 MONTHS.

3. INTERESTING COMMENT BY MR. ROCHE STATES THAT "SEMINAR
BROUGHT POLAND FROM $50,000/YEAR CLASS TO $150-240,000/
YEAR CLAS". ALL INFORMATION CLEARED FOR PUBLICATION.
DAVIES

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Disposition Event:
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